

HGS Recognized as a Leader in Customer Management Services for Retail and Consumer Packaged Goods

NelsonHall cites HGS's integrated multi-channel support capabilities and focus on analytics, self-service and automation

SEPTEMBER 21, 2016 (CHICAGO) – Hinduja Global Solutions Limited (HGS), (listed on NSE & BSE in India) a global leader in business process management, today announced its ranking as a "Leader" in the NelsonHall Vendor Evaluation and Assessment Tool (NEAT) for Customer Management Services in the Retail and Consumer Packaged Goods sector.

"Always being open, easy to do business with, helping customers complete transactions and quickly resolve issue, over any device is the new shopping expectation of today's consumer," said **Chris Lord, SVP, Global Growth Strategy at HGS**. "HGS's NEAT Report ranking underscores our expertise in helping companies design and deploy great customer experience solutions across all consumer touchpoints to drive meaningful business impact in the form of improved NPS, longer customer retention, and increased revenue."

HGS's ranking is based on its ability to deliver immediate benefits to clients as well as meet their future requirements by reducing costs while improving the customer experience. According to NelsonHall analysts, the Company's strengths include its ability to integrate and manage portions of Company websites within multi-channel customer care and sales, its proprietary multi-channel platform incorporating analytics, self-service and automation, and its demonstrated ability to quickly ramp, train and support crisis management for retail clients.

In addition to providing industry leading steady-state customer care, during 2015-16 HGS managed dozens of product recalls or crisis communication issues between brands and their end consumers. In each instance the brand was able to avoid the issue escalating into a larger public relations issue by empathizing with customers and helping to quickly explain the situation and satisfactorily resolve their concerns. In each special case, HGS used a combination of flexible staffing capabilities and DigiCX capabilities to cover all the voice and digital non-voice channels.

The NelsonHall report examined HGS' key offerings, strategies, and strengths for supporting retail and CPG organizations in customer management services. According to the report, HGS is strategically inclined for growth in retail and CPG through its focus on automation, self-service and full-service front and back-office support capabilities.

"HGS has proven experience supporting a diverse list of retail and CPG clients. It has particular strength in supporting CPG clients, going beyond the traditional customer care to include crisis management and product lab testing. HGS is an innovator in multi-channel customer engagement, particularly in supporting retail and CPG clients," said Vicki Jenkins, Senior Industry Analyst at NelsonHall. "Companies like HGS stand out when they can integrate, design and manage customer care as well as technical support portions within these industries," she added.

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The NEAT tool shows how customer management services vendors are positioned in the marketplace overall and against specific business criteria such as cost reduction. Evaluations are based on a combination of interviews with the vendors and their clients, plus extensive NelsonHall analysis. The vendors are scored against a wide range of criteria, establishing a number of scenarios, each representing a different business situation or client business need.

To download the full NEAT report, visit <http://bit.ly/2bIWGeN>. If you are not a registered client you may access the report by visiting <http://bit.ly/2bpCCFZ>.

About Hinduja Global Solutions (HGS)

HGS is a leader in optimizing the customer experience and helping our clients to become more competitive. HGS provides a full suite of business process management (BPM) services from traditional voice contact center services and transformational DigiCX services that are unifying customer engagement to platform-based, back-office services and digital marketing solutions. By applying analytics, automation, and interaction expertise to deliver innovation and thought leadership, HGS increases revenue, improves operating efficiency, and helps retain valuable customers. HGS expertise spans the telecommunications and media, healthcare, insurance, banking, consumer electronics and technology, retail, and consumer packaged goods industries, as well as the public sector. HGS operates on a global landscape with around 41,000 employees in 69 worldwide locations delivering localized solutions. For the year ended 31st March 2016, HGS had revenues of US\$ 507 million. HGS, part of the multi-billion dollar Hinduja Group, has more than four decades of experience working with some of the world's most recognized brands.

About NelsonHall

NelsonHall is the leading BPS and IT services research firm with analysts in the U.S., U.K., and Continental Europe. The company takes a global approach to analysis of vendors and outsourcing markets and is widely respected for the quality and depth of its research. With its "Speed-to-Source" methodology and NEAT vendor evaluations, NelsonHall is helping buy-side organizations significantly reduce the time and cost associated with BPS and ITS sourcing projects.

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